

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

MAIN LINE EMBROIDERY CORP

Delaware Valley Industrial Resource Center

Sewing Seeds for Growth and Improvement

Client Profile:

Main Line Embroidery Corp. began business in 1980 as a manufacturer and contractor of embroidered caps, scarves, tee shirts, additional apparel and textile products. They currently employ 35 people, working two shifts. The company leases 10,000 square feet of manufacturing and warehouse space in Essington, Pennsylvania (Delaware County). Their customer base is primarily advertising and promotional companies, who in turn, sell to a wide variety of end users. Main Line Embroidery Corp. is a private corporation owned by a brother and sister.

Situation:

As Main Line Embroidery Corp. continued to grow, the company faced new challenges and recognized the need for professional, outside input, on an ongoing basis to help facilitate this growth. Main Line Embroidery Corp. realized that it lacked both time and a knowledgeable staff to adequately address a potentially jeopardizing situation, the company turned to the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP network affiliate, for help.

Solution:

The DVIRC facilitator proposed monthly operational meetings to develop and monitor substantive projects specifically designed for company improvement. The DVIRC set the framework with the first four projects that improved Mainline Embroidery's quoting and productivity. A SWOT analysis provided the necessary input to strategize objectives, set goals, and assign responsibility to the executive staff members.

Results:

- * Increased sales by \$350,000.
- * Increased productivity by \$200,000.
- * Achieved a more competitive and profitable position.

Testimonial:

"In a challenging business environment, the DVIRC has shown us how to stay in control of our organization, particularly of our labor costs, and keep our eye on the ball (sales). Through our monthly meetings we have involved department managers in the flow improvement process, and communication between departments has never been better. Through a more detailed understanding of our process flows and operating costs, we are now able to quote jobs more efficiently. In addition, through our SWOT analysis we have been able to target and take advantage of niche markets and specialize in unique forms of product decoration which allow us to capture better margins. We were also able to identify product offerings (promotional items) which allowed us to offer complementary items to our existing clients, without the need to increase operating costs. Through empowerment at

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mid levels of management, my partner and I have more time to assess opportunities in the market and develop strategies to quickly act on them. This includes the advertisement, interviewing and acquiring of additional sales representation. Through this growth though our underlying philosophy has been that not only must new clients and products be viable but the margin potential of the sale generated must be acceptable. Kudos to the DVIRC!"

Thomas Piraino, President